

Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN

FEBRERO 2010

Servicio Cultural e Informativo

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ADICCIONES



The encyclopedia of drug abuse

Esther Gwinnell and Christine Adamec
New York, NY : Facts on File, 2008.

REF 362.293 GWI

Includes approximately 200 entries that cover the full range of illegal and legal drugs and how they affect society. Examines various types of drugs and how they function, taking into account risks, causes and consequences of abuse, social issues, psychiatric concerns, means of prevention, law-enforcement efforts, and drugs in specific social groups.

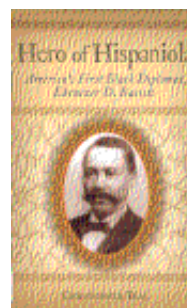
AFROAMERICANOS

Hero of Hispaniola : America's first Black diplomat, Ebenezer D. Bassett

Christopher Teal
Westport, Conn : Praeger, 2008.

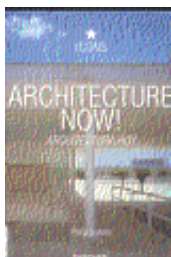
327.2092 TEA

More than one hundred and thirty years ago, Ebenezer D. Bassett served as the first black United States ambassador. In the aftermath of the Civil War, the U.S. government broke the color barrier by naming this leading educator, abolitionist, and activist to the controversial post of ambassador to the hemisphere's Black Republic Haiti. This book lays bare the struggles Bassett faced as a pioneer of one the most controversial subjects in America's history: racial integration.



ARQUITECTURA

Architecture now!



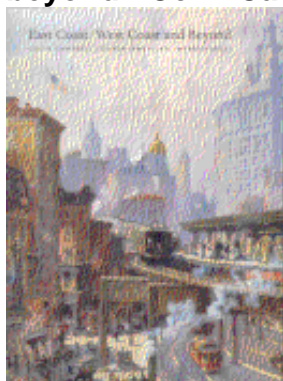
Edited by Philip Jodidio
Köln ; Los Angeles :
Taschen, 2002.

S 720.922 ARC

En este libro se presenta la obra de ochenta y siete arquitectos diferentes, cada uno con sus influencias regionales, sus materiales y sus estilos propios. Los edificios que se presentan en estas páginas, están hechos de hormigón, o de papel, son minimalistas, escultóricos o incluso figurativos. Los arquitectos seleccionados pueden ser considerados los diseñadores de edificios contemporáneos más creativos, dado que la selección se ha basado precisamente en la variedad de su obra y en la importancia que cada uno de ellos tiene.

ARTE

East Coast/West Coast and beyond : Colin Campbell Cooper, American impressionist



*William H. Gerdts,
Deborah Epstein
Solon*
New York, NY :
Hudson Hills
Press, 2006.

REF 759.13 GER

With the publication of this first in-depth study of the artist, Cooper's career is finally illuminated, revealing a virtuosity and breadth of subject matter unique among his contemporaries. Painter, teacher, playwright, and novelist, Cooper turned his brush from skyscrapers to more private and contemplative scenes of gardens and the California landscape. Cooper's legacy, showcased in his resplendent paintings, is a clear testament to an artist who was truly a man for all seasons.

ARTE Y CIENCIA

Artscience : creativity in the post-Google generation



David Edwards
Cambridge, MA : Harvard
University Press, 2008.

701.15 EDW

Attempts to show how innovation in the post-Google generation is often catalyzed by those who cross a conventional line so firmly drawn between the arts and the sciences. Describes how contemporary creators achieve breakthroughs in the arts and sciences by developing their ideas in an intermediate zone of human creativity where neither art nor science is easily defined.

ASTRONAUTICA

Homesteading space : the Skylab story

*David Hitt, Owen
Garriott, and Joe
Kerwin*
Lincoln, NE : University
of Nebraska Press,
2008.



629.454 HIT

Riveting, insightful account of the Skylab missions flown by the United States in 1973 and 1974. This book is replete with the personal recollections and experiences of the Skylab crew and those who worked with them in training, during the mission, and in bringing them safely home. Absorbing, sometimes humorous, often inspiring, this is an account of the determined, hardworking individuals who shepherded the program through a near disastrous launch, a heroic rescue, and an exhausting study of Comet Kohoutek, as well as the lab's ultimate descent into the Indian Ocean.

BIBLIOTECOLOGIA

Books and beyond: the Greenwood encyclopedia of new American reading

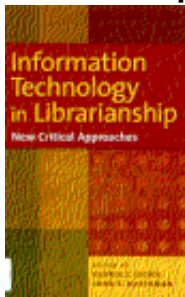


Edited by Kenneth Womack
Westport, CT :
Greenwood Press,
2008.

REF 028.9 BOO

Written to serve the educated general reader, as well as a broad array of high school, college, and university students. The encyclopedia is arranged alphabetically, with more than 70 chapters, or entries, devoted to a wide range of literary areas. Individual chapters provide readers with broad overviews of the topic area, with specific attention and detail afforded to work associated with contemporary popular American literature and culture.

Information technology in librarianship : new critical approaches



Edited by Gloria J. Leckie and John E. Buschman
Westport, CT : Libraries Unlimited, 2009.

025.0285 INF

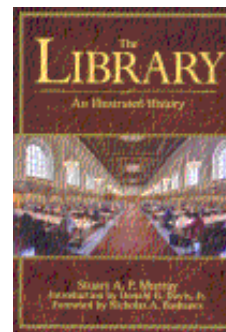
In the last 15 years, the ground -both in terms of technological advance and in the sophistication of analyses of technology- has shifted. Within such a context, a fresh and critical analysis of the foundations and applications of technology in librarianship is long overdue.

The library : an illustrated history

Stuart A.P. Murray
New York, NY ; Chicago :
Skyhorse Pub : ALA
Editions, 2009.

027.009 MUR

Opens doors to the libraries of ancient Greece, early China, Renaissance England, and modern-day America. This volume speaks to the book lover in all of us while offering a panoramic view of the history of libraries across the centuries. Incorporating beautiful illustrations, insightful quotations, and descriptions of many marvelous libraries, this book is certain to provide a wealth of knowledge and enjoyment.



Print in Motion : The Expansion of Publishing and Reading in the United States, 1880-1940 (A history of the book in America, v.4)

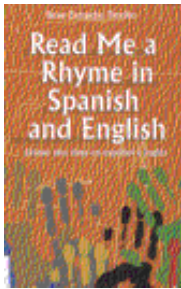
Edited by Hugh Amory & David D. Hall
Worcester, MA ; Chapel Hill, NC : American Antiquarian Society : University of North Carolina Press, 2009.

REF 070.573 HIS

Traces the complex, even contradictory consequences of expanding markets, national consolidation, and social upheaval, in the production, circulation, and use of print. Also addresses the rise of consumer culture, the extension of literacy and reading through schooling, the expansion of secondary and post-secondary education and the growth of the textbook industry, the growing influence of the professions and their dependence on print culture, and the history of relevant technology.



Read me a rhyme in Spanish and English : Léame una rima en español e inglés



Rose Zertuche Treviño
Chicago, IL : American Library Association, 2009.

027.62 ZER

In this unique bilingual book, programming ideas abound for librarians who wish to present reading programs for children for whom Spanish is the language spoken at home. Includes thorough directions, as well as songs, rhymes, finger plays, and vocabulary activities written in both English and Spanish.

Virtual reference best practices : tailoring services to your library



M. Kathleen Kern
Chicago, IL : American Library Association, 2009.

025.52 KER

Outlines the tools and decision-making process that will help you and your library evaluate, tailor, and launch virtual reference services that are a perfect fit for your community and your library. This book provides a handy checklist of issues to consider, suggests plans for sustainability of services, offers activities and discussion points that support decision making, and shares proven sample policies and materials currently in use.

CIENCIA

The sciencebook : everything you need to know about the world and how it works

Matthias Delbrück
... [et al]
Washington, DC : National Geographic, 2008.

REF 500 SCI

Encapsulates centuries of scientific thought in one richly illustrated volume. Six major sections, ranging from the universe and planet Earth to biology, chemistry, physics, and mathematics, encompass everything from microscopic life to nuclear power--with particular attention given to subjects in the news today, like climate change and genetic engineering. Includes 2,000 illustrations, 3-D graphics, and pictograms.



CIENCIAS SOCIALES

La americanización de la modernidad

Bolívar Echeverría,
compilador
México, D.F. : Centro de Investigaciones Sobre América del Norte , 2008.

S 909.0982 AME

Los textos reunidos en el presente volumen se presentaron en un coloquio organizado por el Seminario "La modernidad: versiones y dimensiones" de la UNAM. En la época del mundo "globalizado", el "americanismo" se ha impuesto como la "identidad franca" o mínimamente universal que deben compartir todos los habitantes del planeta en la medida en que aspiran a ser usuarios adecuados de los bienes de tecnología moderna, es decir, a participar en la vida "civilizada".



Caring for patients from different cultures



Geri-Ann Galanti
Philadelphia, PA :
University of Pennsylvania
Press, 2008.

610.73 GAL

Contains more than 200 case studies illustrating cross-cultural misunderstandings and culturally competent health care. Ten chapters cover a wide range of topics, including birth, end of life, traditional medicine, mental health, pain, religion, and multicultural staff issues. The case studies illustrate important concepts from the fields of cultural diversity and medical anthropology.

New tech, new ties : how mobile communication is reshaping social cohesion



Rich Ling
Cambridge, MA : MIT
Press, 2008.

303.4833 LIN

The message of this book is simple: the mobile phone strengthens social bonds among family and friends. In this book, the author examines how the mobile telephone affects both kinds of interactions, those mediated by mobile communication and those that are face to face.

Crime, punishment, and mental illness : law and the behavioral sciences in conflict

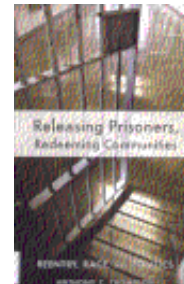


Patricia E. Erickson, Steven K. Erickson
New Brunswick, NJ :
Rutgers University Press,
2008.

614.15 ERI

Authors explore how social beliefs about free will and moral responsibility have shaped policies, and they identify the differences among the goals, ethos, and actions of the legal and health care systems. Drawing on high profile cases, they provide a critical analysis of topics, including legal standards for competency, insanity versus mental illness, sex offenders, psychologically disturbed juveniles, the injury and death rates of mentally ill prisoners due to the inappropriate use of force, and the release from prisons of mentally ill individuals who have received little or no treatment.

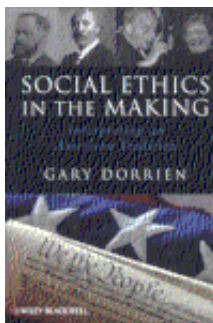
Releasing Prisoners, Redeeming Communities : Reentry, Race, and Politics



Anthony C. Thompson
New York, NY : New
York University Press,
2009.

365.647 THO

In the middle of the first decade of the twenty-first century, African Americans made up approximately twelve percent of the U.S. population, but close to forty percent of the U.S. prison population. This disparity was due in part to tough sentencing laws passed in 1990s, some in response to the widespread use of crack cocaine. Now, in the latter half of the decade, the nation is in the midst of the largest multi-year discharge of prisoners in its history. The author discusses what is likely to happen to these ex-offenders and why.



Social ethics in the making : interpreting an American tradition

Gary Dorrien
Chichester, U.K ;
Malden, MA : Wiley-
Blackwell, 2009.

261.8 DOR

Describes the founding and development of social ethics as a discourse in the realms of the academy, church, and general public. It analyzes the three major traditions of social ethics, explains their revisions and offshoots, interprets evangelical and neo conservative alternatives, and delineates the various confessional and cultural standpoints from which religious thinkers have construed the social meaning of Christianity.



Socialnomics : how social media transforms the way we live and do business

Erik Qualman
Hoboken, NJ : Wiley,
2009.

330.9 QUA

Welcome to the world of Socialnomics, where consumers and the societies they create online have a profound influence on our economy and the businesses that operate within it. The author offers a fascinating look at the impact of social media on business to reveal what the future holds and how businesses can best take advantage of it.

Technology's promise : expert knowledge on the transformation of business and society

William E. Halal
New York : Palgrave
Macmillan, 2008.

303.483 HAL



Shows that relentless technological progress is driving the creative transformation of business, society, the world, and even what it means to be human. A "Technology Revolution" is accelerating today as an explosion of ever more sophisticated information systems, creating unprecedented gains in knowledge, and breakthroughs everywhere.

CINEMATOGRAFIA

American cinema, 1890-1909 : themes and variations

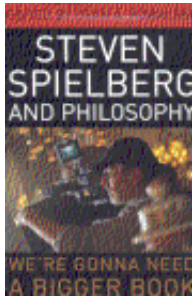
Edited by André
Gaudreault
New Brunswick, NJ :
Rutgers University
Press, 2009.

791.43 AME 1890s-
1909s



Explores and defines how the making of motion pictures flowered into an industry that would eventually become the central entertainment institution of the world. Beginning with all the early types of pictures that moved, this volume tells the story of the invention and consolidation of the various processes that gave rise to what we now call "cinema." Readers will learn how going to the movies became a social tradition in American society.

Steven Spielberg and philosophy : we're gonna need a bigger book



Edited by Dean A. Kowalski
Lexington, KY : University Press of Kentucky, 2008.

791.4302 STE

This is like a remarkable conversation after a night at the movie theater, offering new insights and unexpected observations about the director's most admired films. Some of the nation's most respected philosophers investigate Spielberg's art, asking fundamental questions about the nature of humanity, cinema, and Spielberg's expression of his chosen themes. This book illustrates the philosophical tenets of a wide variety of thinkers from Plato to Aquinas, Locke and Levinas. These essays consider Spielberg's movies using key philosophical cornerstones: metaphysics, epistemology, ethics, axiology, aesthetics, and political philosophy, among others.

COMPUTACION



Redes de computadoras

Andrew S. Tanenbaum
México : Pearson Educación, 2003.

S 004.621 TAN

Esta edición ha sido actualizada para reflejar las tecnologías de conectividad de redes más nuevas e importantes, con un énfasis especial en la conectividad inalámbrica, entre ellas el estándar 802.11, Bluetooth. Incluye una gran cantidad de material nuevo sobre aplicaciones, más de 60 páginas Web, además de la radio por Internet, voz sobre IP y video bajo demanda.

Web style guide : basic design principles for creating Web sites

*Patrick J. Lynch,
Sarah Horton*
New Haven [CT] :
Yale University Press, c2008.

006.7 LYN



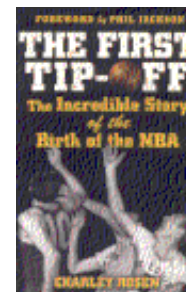
Written for web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and covers all aspects of web design, from planning to production to maintenance. The guide also shows how these principles apply in web design projects whose primary concerns are information design, interface design, and efficient search and navigation.

DEPORTES

The first tip-off : the incredible story of the birth of the NBA

Charley Rosen
New York, NY : McGraw-Hill, 2009.

796.323 ROS



Veteran basketball writer Charley Rosen takes you back to the NBA's humble beginnings, when a colorful cast of characters laid the foundation for the empire that it's today's NBA. The author gives you a prime seat courtside for every memorable two-handed underhand layup and hook shot of that first season, when professional basketball struggled to evolve from grudge matches to a civilized game of elegance and skill.

DERECHOS CIVILES

And justice for all : the United States Commission on Civil



Rights and the continuing struggle for freedom in America

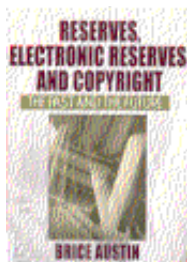
Mary Frances Berry
New York, NY : Alfred A. Knopf, 2009.

323.0973 BER

This book is the first history in forty years of the U.S. Civil Rights Commission. The author, who has been member of the commission for more than twenty years and chairperson for more than a decade, describes its founding in 1957 by President Eisenhower in response to the burgeoning civil rights protest. She makes clear that, from the outset, the commission was designed to be an independent bipartisan federal agency, beholden to no government body, with full subpoena power, free to decide what to investigate and report on. Finally, the author makes an impassioned and convincing argument for a reconfigured commission, fully independent, and with an expanded mandate that would allow it to oversee the preservation of all human rights.

DERECHOS DE AUTOR

Reserves, electronic reserves, and copyright : the past and the future



Brice Austin
Binghamton, NY : Haworth Information Press, 2004.

025.6 AUS

This book chronicles the history of the relationship between reserves and copyright and outlines several possible futures for course reserves in the years ahead, as libraries and publishers alike move from an information world that is still

largely print-based towards one that no doubt will eventually be mostly electronic.

DOCUMENTALES

On the wings of the monarch [videorecording]

Produced by Leslie Ortabasi and Oktay Ortabasi
Burbank, CA : Dreaming Tree, 2004.

DVD 595.789 WIN



Describes the migration of the monarch butterfly from many areas of western North America to one mountain range in central Mexico. Follow Libby Graham on a wondrous journey into the world of the monarch butterfly and their over wintering sanctuary in central Mexico, where millions of them cluster high in trees.

ECONOMIA

Moneda, banca y mercados financieros

Frederic S. Mishkin
México : Pearson Educación de México, 2008.

S 332.1 MIS

Proporciona un marco conceptual que usa algunos de los principios económicos básicos para explicar la estructura de los mercados financieros, además de un cuidadoso desarrollo de modelos explicado paso a paso. Incluye un tratamiento moderno y actualizado, que contempla los últimos acontecimientos en la teoría monetaria y presenta dos ejercicios, denominados "Seguimiento de las noticias financieras" y "Lecturas del Wall Street Journal" para motivar la lectura de un periódico financiero.





A splendid exchange : how trade shaped the world

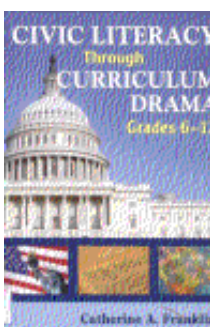
William J. Bernstein
New York , NY : Grove
Press, 2008.

382.09 BER

Traces the evolution of international trade, from ancient Mesopotamia to today's global marketplace, exploring the influence of commerce on agriculture, technology, politics, and civilization as a whole.

EDUCACION

Civic literacy through curriculum drama, grades 6-12



Catherine A. Franklin
Thousand Oaks, CA :
Corwin Press, 2009.

300.712 FRA

Curriculum Drama is a student-centered, inquiry-based teaching

method by which the teacher facilitates dramatic activities that engage student's interest and imagination develop critical thinking skills, and promote collaboration. This book transforms civics instruction into a dynamic, student-driven discourse that will help your students become informed, critically minded, and socially conscious citizens.

Succeeding as an international student in the United States and Canada



Charles Lipson
Chicago, IL : University of
Chicago Press, 2008.

378.1 LIP

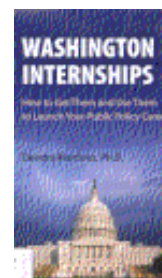
This guide includes a comprehensive glossary explaining academic terms and common phrases as well as information on

succeeding academically, living on or off campus, learning English, avoiding plagiarism, working and managing money, meeting with instructors, as well as engaging in student life.

Washington internships : how to get them and use them to launch your public policy career

Deirdre Martinez
Philadelphia, PA :
University of Pennsylvania
Press, 2009.

331.2592 MAR



Invaluable guide to landing that crucial first position in America's capital. This book is the only career publication focused on entry-level policy and government work. It covers all branches of government, federal agencies, lobbying firms, advocacy organizations, and think tanks. Whether you are a young activist or a future power broker, this book will help you grab the first rung of the public service career ladder.

Wounded by school: recapturing the joy in learning and standing up to old school culture

Kirsten Olson
New York ; London :
Teachers College Press,
2009.

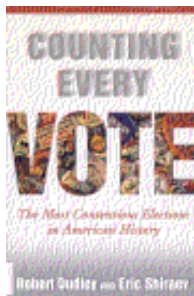
371.1523 OLS



Brings to life the devastating consequences of an educational approach that values conformity over creativity, flattens student's interests, and dampens down differences among learners. The author shows that current institutional structures do not produce the kinds of minds and thinking that society really needs. Instead, the system tends to shame, disable and bore many learners.

ELECCIONES

Counting every vote: the most contentious elections in American history



Robert Dudley and Eric Shiraev
Washington, DC :
Potomac Books, 2008.

324.973 DUD

Using six cases, the authors argue that engaging in this counterfactual exercise provides an excellent opportunity to revisit history, learn from its lessons, and relate to contemporary elections. The authors' aim is no to prove that their suggested scenarios would have certainly happened, but merely to show that they might have, and therein lies the importance of voting. Every vote counts, and the consequences can be enormous.

FOTOGRAFIA

Why photography matters as art as never before



Michael Fried
New Haven, CT :
Yale University Press, 2008.

770.1 FRI

From the late 1970s onward, serious art photography began to be made at large

scale and for the wall. Michael Fried argues that this immediately compelled photographers to grapple with issues centering on the relationship between the photograph and the viewer standing before it that until then have been the province only of painting. Fried further demonstrates that certain philosophically deep problems have come to the fore once again in recent photography, which means that the photographic "ghetto" no longer exists -

instead photography is at the cutting edge of contemporary art as never before.

HISTORIA Y CIVILIZACION

The invention of air : a story of science, faith, revolution, and the birth of America



Steven Johnson
New York, NY :
Riverhead Books, 2008.

540.92 JOH

Recounts the story of Joseph Priestley-scientist and minister, protégé of Benjamin Franklin, friend of Thomas Jefferson-an 18th century radical thinker who played key roles in the invention of ecosystem science, the discovery of oxygen, the founding of the Unitarian Church, and the intellectual development of the United States.

IDIOMA INGLES

Brave new digital classroom : technology and foreign language learning



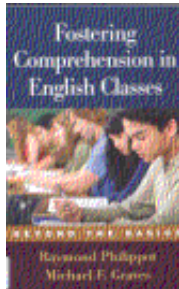
Robert J. Blake ; foreword by Dorothy M. Chun
Washington, DC :
Georgetown University Press, 2008.

418.0285 BLA

Technology is a part of nearly every aspect of life, and this is true of the field of second language learning and teaching. For several decades, technically savvy teachers have been using technology with their language students, and research has been conducted on the effectiveness of using technology for language education. This book summarizes the pertinent research and underlying rationale and provides some concrete examples of best practices for the majority

of language professionals who are just beginning to incorporate technology into their teaching.

Fostering comprehension in English classes : beyond the basics



*Raymond Philpott,
Michael F. Graves*
New York, NY : Guilford
Press, 2009.

372.41 PHI

Gives middle and secondary English teachers the tools they need to improve the comprehension skills of all their students. Core chapters explain specific practices for fostering learning from texts; leading studies to a thorough, lasting understanding of subject matter; nurturing meaningful responses to literature; explicitly teaching comprehension strategies; and engaging students in higher-order thinking.

LEYES Y LEGISLACION

Mexican law : a treatise for legal practitioners and international investors



Jorge A. Vargas [editor]
St. Paul, MN : West
Group, 1998.

REF 346.7207 MEX

This book aspires to provide the most authoritative, current and practical information on Mexican law in the areas of business, investment and international trade for the benefit of legal practitioners and international investors. This collective treatise, which compiles the work of a truly eminent group of jurists and legal practitioners from Mexico and the United States, is also intended to attract the interest of entrepreneurs, government officials, diplomats, academicians and law

students from the countries doing business, trading or investing in Mexico now, or contemplate to do it in the near future.

LITERATURA

A pinnacle of feeling: American literature and presidential government

Sean McCann
Princeton, NJ :
Princeton University
Press, 2008.

810.9 MCC

First book to examine twenty-century literature's deep fascination with the modern presidency and with the ideas about the relationship between state power and democracy that under-wrote the rise of presidential authority. The author challenges prevailing critical interpretations through revelatory new readings of major writers, and argues that these writers not only represented or satirized presidents, but echoed political thinkers who cast the chief executive as the agent of the sovereign will of the American people.

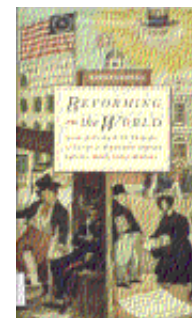


Reforming the world: social activism and the problem of fiction in nineteenth-century America

María Carla Sánchez
Iowa City, IA :
University of Iowa
Press, 2008.

810.9003 SAN

Considers the intricate relationship between social reform and spiritual elevation and the development of fiction in the antebellum United States. Arguing that novels of the era engaged with questions about the proper role of fiction taking place at the time, the author illuminates the politically and socially



motivated involvement of men and women in shaping ideas about the role of literature in debates about abolition, moral reform, temperance, and protest work.

MEDICINA, DICCIONARIOS



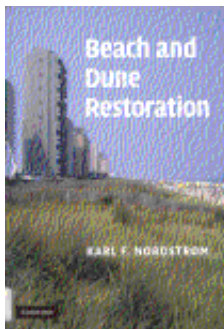
Jablonski's dictionary of medical acronyms & abbreviations

Philadelphia, PA :
Saunders/Elsevier, 2009.

REF 610.14 JAB

This edition features thousands of new terms from across all medical specialties. Its alphabetical arrangement makes reference a snap and expanded coverage of symbols makes more of them easier to find. The result is your complete, portable solution to medical acronyms and abbreviations.

MEDIO AMBIENTE



Beach and dune restoration

Karl F. Nordstrom
Cambridge, UK ; New
York : Cambridge
University Press, 2008.

627.58 NOR

Analyzes the tradeoffs involved in restoring beaches and dunes on intensively developed coasts, the most effective approaches to use, and the ways to educate and involve stakeholders. Identifies restoration strategies that can be employed to enhance natural processes and make coastal landforms more dynamic, while maintaining their value for shore protection.

Contact : mountain climbing and environmental thinking

*Edited by Jeffrey Mathes
McCarthy*
Reno, NV : University of
Nevada Press, 2008.

796.522 CON

The twenty-three climbing narratives collected by the author, illuminate the spectrum of human attitudes toward mountains and the natural world, and the growing symbiosis between climbing and environmental awareness. The collected narratives are a mix of original works and classic texts. Some of these stories tell of climbers thrilling to the conquest of a previously unclimbed peak or of their own physical and psychological limitations.

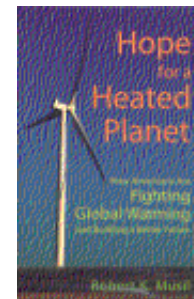


Hope for a heated planet : how Americans are fighting global warming and building a better future

Robert K. Musil
New Brunswick, NJ :
Rutgers University
Press, 2009.

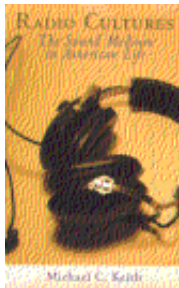
363.738 MUS

Uncovers the most pressing challenges facing society today, from massive fossil fuel lobby to the enlightened corporations that are joining the movement to "go green", and inspires readers to be accountable and suggests that through a growing new climate movement we can produce unprecedented change while saving the planet.



MEDIOS DE COMUNICACION

Radio cultures : the sound medium in American life



Edited by Michael C. Keith
New York, NY : Peter Lang, 2008.

791.44 RAD

Examines the manifold ways in which radio has influenced the nation's social and cultural environment since its inception nearly a century ago. Written by leading scholars in the field, chapters address a wide range of topics, including how this powerful medium has impacted and affected non-mainstream segments of the population throughout its history and how these repressed and neglected groups have employed radio to counter and overcome discrimination and bias.

MERCADOTECNIA

Advertising 2.0 : social media marketing in a Web 2.0 world



Tracy L. Tuten
Westport, CT : Praeger, 2008.

659.144 TUT

Every day, print and online trade magazines and news sources tout developments in online advertising, branding, and marketing. This book ensures that readers understand the advertising options possible in the Web 2.0 environment, provides examples of companies using these options, and offers guidelines for their application.

MEXICOAMERICANOS

A class apart [videorecording] : a Mexican American civil rights story

Written, Produced and Directed by Carlos Sandoval and Peter Miller
New York, United States : PBS Home Video, 2009.



DVD 323.119 CLA

In the small town of Edna, Texas, in 1951, field hand Pete Hernández killed a tenant farmer after exchanging words in a cantina. From this murder emerged a landmark civil rights case that would change the lives and legal standing of ten of millions of Americans. Tells the story of an underdog band of Mexican American lawyers who took their case all the way to the Supreme Court, where they challenged Jim Crow-style discrimination against Mexican Americans. Lawyers forged a daring legal strategy, arguing that Mexican Americans were "a class apart" from a legal system that recognized only blacks and whites.

El movimiento chicano en el paradigma del multiculturalismo de los Estados Unidos: de pochos a chicanos, hacia la identidad

Esperanza García y García
México: Universidad Iberoamericana : UNAM, Centro de Investigaciones sobre América del Norte, 2007.

S 305.868 GAR



Este trabajo está dirigido a examinar el proceso de toma de conciencia de la identidad étnico-cultural de una parte de la población de origen mexicano en el sudoeste de los Estados Unidos. La cada vez mayor inmigración mexicana a esta

nación hace que la comprensión de la identidad de los grupos autodeterminados "chicanos", "latinos" o "hispanos" sea de gran importancia para comenzar a deslindar de manera objetiva los puntos de contacto, divergencia y colaboración con la comunidad chicana.

MUSICA

Hotter than that : the trumpet, jazz, and American culture



Krin Gabbard
New York, NY : Faber and Faber, 2008.

788.9209 GAB

A cultural history of the trumpet from its origins in ancient Egypt to its role on the battlefields, and ultimately to its stunning appropriation by great jazz artists. The book also considers how trumpets have been manufactured over the centuries and what price artists have paid for devoting their bodies and souls to this most demanding of instruments.

NATIVOS AMERICANOS



Native stories : five selections

Edited and with an introduction by Gerald Vizenor
Lincoln, NE : University of Nebraska Press, 2009.

813.608 NAT

This series introduces innovative, emergent, avant-garde Native literary artists and promotes a sense of survivance over the conventional themes of victimry, historical absence, cultural tragedy, and separation that often accompany Native characters in popular commercial fiction. The five Native authors in this anthology, drawing from the practices of traditional oral stories, create an

active sense of presence, both in the literary world and the wider world of cultural studies.

NEGOCIOS Y ADMINISTRACION

El modelo Google : una revolución administrativa

Bernard Girard
Bogotá ; México : Norma, 2007.

S 658.4012 GIR

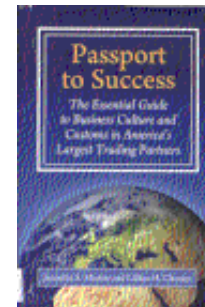


Analiza en detalle las novedosas prácticas gerenciales de Google y muestra cómo su modelo de administración y de innovación puede servir de ejemplo a las empresas de todos los países y de todos los sectores. En un lenguaje sencillo, nutrido de un conocimiento profundo de las teorías y prácticas de la gestión empresarial, este libro aporta herramientas indispensables a todos los que desean seguir siendo competitivos en el mundo globalizado.

Passport to success : the essential guide to business culture and customs in America's largest trading partners

Jeanette S. Martin, Lillian H. Chaney
Westport, CT : Praeger, 2009.

395.5 MAR



Each chapter in this book presents in-depth information on the business environment and culture in the top twenty trading partners of the United States: Canada, Mexico, Japan, China, United Kingdom, Germany, South Korea, Netherlands, France, Singapore, Thailand, Belgium, Australia, Brazil, Hong Kong, Switzerland, Malaysia, Italy, India, and Israel. Chapters contain both practical tips and illustrative examples.

Sistemas de información gerencial : administración de la empresa digital



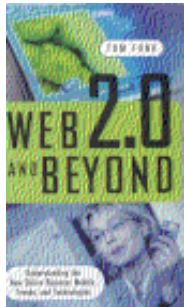
*Kenneth C. Laudon,
Jane P. Laudon*
México : Pearson
Educación, 2008.

S 658.05 LAU

Muestra la manera
en que las
empresas están

utilizando los sistemas y las tecnologías de la información para transformar los modelos de negocios, desarrollar nuevas estrategias, innovar con nuevos servicios y productos y lograr la excelencia operativa. Una nueva sección, con tres proyectos en cada capítulo, proporciona a los estudiantes experiencia práctica con los MIS (Management of Information Systems), a través del uso de Excel, Access, software de presentaciones y recursos de negocios en Internet.

Web 2.0 and beyond: understanding the new online business models, trends, and technologies



Tom Funk
Westport, CT : Praeger,
2009.

658.872 FUN

Presents a wealth of ideas that will enable any business to quickly and affordably deploy Web 2.0 best practices to gain customers and maximize profits. With examples and case studies from real businesses, this book demonstrates what makes a successful Web 2.0 company, regardless of its size or resources.

POESIA

12 x 12 : conversations in 21st- century poetry and poetics

*Edited by Christina
Mengert and Joshua
Marie Wilkinson*
Iowa City, IA : University
of Iowa Press, 2009.

811.608 TWE



What has gathered here, are the poems and conversations of 24 poets in twelve interviews that show how some sharp, thoughtful poets of the rising generation think about their mentors. It also shows how both generations think about those preexisting poems, about words and verse and art, about such loaded abstractions as community and politics and such freighted practicalities as quilt making, baseball, snowstorms.

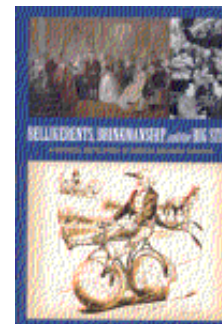
POLITICA EXTERIOR

Belligerents, brinkmanship, and the big stick : a historical encyclopedia of American diplomatic concepts

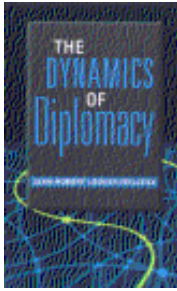
John Dobson
Santa Barbara, CA :
ABC-CLIO, 2009.

REF 327.73 DOB

Encyclopedic work to focus specifically on America's extraordinary history of political engagement with the world. This book features: five chronologically arranged sections, each with an introduction that describes over 200 key events and relationships, excerpts from a number of key foreign policy documents, statements, and treaties that relate to the subject and individual entries, photographs and illustrations, bibliographic listings, and a comprehensive index.



The dynamics of diplomacy

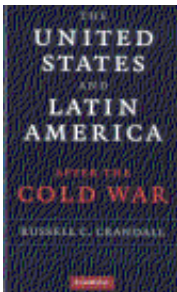


Jean-Robert Leguey-Feilleux
Boulder, CO : Lynne Rienner Publishers, 2009.

327.2 LEG

Analyzes the changing character of diplomacy, the changing ways in which states and other international actors communicate, negotiate, and otherwise interact. The world has undergone dramatic change, and some traditional forms of diplomacy are losing their prominence. Hans Morgenthau, a prominent political scientist repeated for more than thirty years that "diplomacy has lost its vitality, and its functions have withered away to such an extent as is without precedent in the history of the modern state system." Is it truly the end of diplomacy? But what is diplomacy?

The United States and Latin America after the Cold War



Russell Crandall
New York : Cambridge University Press, 2008.

327.73 CRA

Aims to shed light on what is new and what is old in Washington's Latin

America policy playbook and focuses on four major developments influencing U.S. policies. First, the end of the Cold War dramatically increased the level of flexibility in choices for Washington in its dealings in the Western Hemisphere. Second, unlike during the Cold War, Latin American countries are increasingly democratic and sovereign; Globalization, a third critical development influencing U.S policy after the Cold War, catalyzes communication and interaction at an unprecedented rate between peoples and cultures in all corners of the world. Lastly, U.S. domestic politics today "spill over" increasingly into the formulation and implementations of U.S. policies in Latin America.

PSICOLOGIA

Helping : how to offer, give, and receive help



Edgar H. Schein
San Francisco, CA : Berrett-Koehler Publishers, 2009.

158.3 SCH

Analyzes the social and psychological dynamics common to all types of helping relationships, explains why help is often not helpful, and shows what any would-be helpers must do to ensure that their assistance is both welcomed and genuinely useful.

RELIGION

Religion in the national agenda : what we mean by religious, spiritual, secular



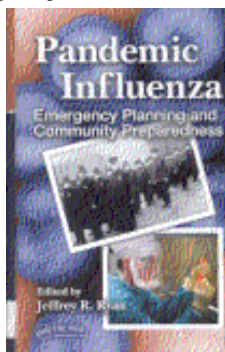
C. John Sommerville
Waco, TX : Baylor University Press, 2009.

200 SOM

C. John Sommerville examines common linguistic uses of the terms "religion," "religious," "spiritual," and "secular" in order to discern the proper use of these words in contemporary American culture. For example, he finds that, in English, "religion" is our word for a certain kind of response to a certain kind of power (the power and the response both being beyond anything else in our experience). Sommerville then redeploys these definitions to examine the ways that institutions in the fields of education, science, law, politics and religion are affected-often in unexpected ways-by a shared set of assumptions about what these words mean.

SALUD PUBLICA

Pandemic influenza : emergency planning and community preparedness



Edited by Jeffrey R. Ryan
Boca Raton, FL : CRC Press, 2009.

614.518 PAN

Introduces readers to the most critical global and domestic issues regarding a potential pandemic. Featuring the contributions of thirteen leading experts, this crucial volume arms planners and responders with an understanding of outbreak containment and response planning, providing a detailed analysis of our present capabilities and potential weaknesses.

URBANISMO

Pedaling revolution: how cyclists are changing American cities



Jeff Mapes
Corvallis, OR : Oregon State University Press, 2009.

796.6 MAP

Explores the growing bike culture that is changing the look and feel of cities, suburbs, and small town across North America. The author traces the growth of bicycle advocacy and explores the environmental, safety and health aspects of bicycling. Chapters focused on big cities, college towns, and America's most successful bike city, Portland, show how cyclist, with the encouragement of local officials, are claiming a share of the valuable streetscape.

TEATRO

The Oxford companion to American theatre



Gerald Bordman,
Thomas S. Hischak
New York, NY : Oxford University Press, 2004.

REF 792.0973 BOR

This is the standard one-volume source on our national theatre, and provides an up-to-date guide to the American stage from its beginnings to the present. Completely updated by theatre professor Thomas S. Hischak, the volume includes playwrights, plays, actors, directors, producers, songwriters, famous playhouses, dramatic movements, and much more. The book covers not only classic works, but also many commercially successful plays, plus entries on foreign figures that have influenced American theatre dramatic development.

VIDA Y COSTUMBRES EN ESTADOS UNIDOS

Republic of drivers : a cultural history of auto mobility in America



Cotten Seiler
Chicago : University of Chicago Press, 2008.

303.48 SEI

Rising gas prices, sprawl and congestion, global warming, even obesity -driving is a factor in many of the most contentious issues of our time. So how did we get there? How did automobile use become so vital to the identity of Americans? This book looks back at the period between 1895 and 1961, from the founding of the first automobile company in America to the creation of the Interstate Highway System, to find out how driving evolved into a crucial symbol of freedom and agency.

- Consulta las ediciones anteriores de este boletín

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www.usembassy-mexico.gov/bbf/eventos.htm